



**NEVER
BEFORE**

**SUCH
JUNGLE
SPECTACLE
IN A SERIAL!**

KING OF THE CONGO

BUSTER CRABBE

as **THE MIGHTY "THUNDA"**

Based on Adventures of the Dynamic Hero of "Thunda" Cartoon Magazine

with **Gloria Dea • Leonard Penn • Jack Ingram**

Written for the screen by **GEORGE H. PLYMPTON, ROYAL K. COLE** and **ARTHUR HOERL**

Produced by **SAM KATZMAN** • Directed by **SPENCER BENNET** and **WALLACE A. GRISSSELL**

A COLUMBIA SUPER-SERIAL



**FOR ACTION FANS—
A MIGHTY HERO!**

CARTOON BOOK SELLS SERIAL

"King of the Congo" is a new super-serial based on adventures of the dynamic hero of "Thunda" cartoon magazine. The magazine is a "natural" for you to tie in with in promoting the picture. Contact your local magazine distributor as soon as possible and work out a mutually beneficial program along the lines suggested here.

NEWSSTAND CARDS



Make up a quantity of tack cards plugging both the "Thunda" cartoon magazine and your weekly showings of "King of the Congo," and arrange to have them displayed in as many newsstand outlets around town as possible. Order the appropriate stills listed below from your National Screen Service exchange and use them on all tack cards with your theatre and playdate credits. Useful photos are Still Nos. Ep. 2-18, Ep. 2-21 (illustrated top, left), Ep. 4-8, Ep. 6-6, Ep. 9-11, Ep. 10-7 (middle, left) and Ep. 15-5 (bottom, left).

CO-OP AD

Ask the distributor to run a cooperative newspaper advertisement with you, plugging both the comic magazine and your playdate. Appropriate copy for such an ad might be as follows:

READ

*The Dynamic Adventures
Of the Mighty "Thunda,"
King of the Congo" in*



THUNDA CARTOON MAGAZINE

SEE



*The Exciting, Thrill-Packed
Super-Serial Spectacle
From Columbia Pictures*

KING OF THE CONGO

Starring Buster Crabbe, State Theatre Every Saturday.

INSERT

Have the distributor snipe the magazine with an insert linking it to your showing of the serial. Ideal for this purpose is the circus herald (see page 11) available at your National Screen Service exchange.

BANNERS

Print a quantity of news truck banners, sharing costs with the distributor, which advertise both the magazine and your playdate. Be sure the trucks carry the banners well in advance of your showing!


ARC
10¢

THUNDA

KING OF THE CONGO

No. 1



For the name of your magazine distributor, or any other information regarding the "Thunda" cartoon publication, write: Magazine Enterprises, 11 Park Place, New York 7, N. Y.

Buster Crabbe — Olympic Star!

CRABBE TROPHY

Offer a "Buster Crabbe Trophy" to the champion swimmer in your town. Ask local newspapers to cover the presentation. All stories and picture captions should stress the fact that Buster Crabbe is a great Olympic champion and that your swim tourney was inspired by the star's role in "King of the Congo."

SPORTS WINDOWS

Arrange sporting goods displays around Crabbe in haberdasheries, chain and sporting goods stores. Arrange displays and furnish window signs well in advance of your playdate. Use stills from the picture.

Capitalize on the interest in the 1952 Olympic Games by making it known, with the help of the suggested promotions, that Buster Crabbe, great Olympic champ, is the star of "King of the Congo."

SWIM STILLS



Use Still No. 990 Ep. 11-3 (above) and No. 990 Ep. 6-15, showing Buster Crabbe in swimming action, in your publicity and exploitation. Both stills are available at National Screen.

SPORTS PAGES

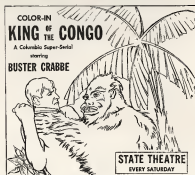
Crabbe participated in the Olympic Games in 1928 and 1932, winning the 400-meter free-style event in the latter Olympics. Offer the publicity story on page 9 to sports editors, and if you award a Buster Crabbe Trophy (left), ask the editor to run a photo of Crabbe and the local winner.

JUNIOR OLYMPICS

Arrange with Y's, schools and outdoor and indoor swimming pools to have youngsters compete in a "Buster Crabbe Junior Olympics Contest." Offer promoted merchandise as prizes. Be sure to stress Crabbe's role in the serial.

COLOR-IN CONTEST

Shown here in reduced size is the 2-column Mat 2-G, designed for use in a color-in contest. Promoted prizes should be valuable ones, and the cooperating store or stores should be asked to devote window and counter space to it in return for lobby displays and, perhaps, screen credits. Have mat printed on store's marketing bags as well as on plain stock, and distribute to kids all over town.



Order Mat 2-G (3 1/2" deep) from your nearest National Screen Service exchange.

CLUB CARDS

Create interest in "King of the Congo" among the younger set by printing and distributing a quantity of club cards like the one illustrated here in slightly reduced size. Defray printing costs by getting a toy dealer or other local merchant to place an advertisement on the reverse side of the cards.



Order Mat 2-F (2 1/2" deep x 4" wide), from your National Screen Service exchange.

CONGO EARTH

An attention-getting handout can easily be arranged by printing up a quantity of small envelopes with the following message:

"King of the Congo" Souvenir! Dirt From the Congo . . . the Land of Mystery and Jungle Adventure . . .

Add full picture, theatre and playdate credits. Put a pinch of ordinary dirt into each envelope before distributing them around town.

EXPLORER BALLY

Send a man dressed as a jungle explorer through the parks, school neighborhoods and playgrounds of your town. A sign on his back reads, "I'm on My Way to See 'King of the Congo,'" and lists credits. The ballyhoo would be considerably more effective if the man carried on his shoulder a monkey or parrot.

SETPIECE

Cut and mount the various elements of the 3-sheet poster as illustrated at the right. Display should be used out front, during showings of each chapter of "King of the Congo," and in your inner lobby at other times during the week.



PETS

- Buster Crabbe has a new pet in "King of the Congo"—Peggy, the super-intelligent chimp. Display photos of Crabbe and Peggy in local pet shops, with full credits, of course. Photos which might be used for this purpose are Ep. 1-6, Ep. 6-4 and Ep. 9-11.
- Inspired by Buster's pet, conduct a pet photo contest, with promoted prizes and guest tickets going to winners. Publicize the competition with newspaper stories and a lobby display.

JUNGLE DISPLAY

Build an attention-getting "jungle hut" in your lobby. This can be improvised with bamboo, palms and sand. Borrow spears, shields, bows and arrows and other jungle items to decorate the "hut." Too, construct a "jungle box office" opening day, utilizing the above materials.

ACTION TRAILER

The suspense, action and adventure of the serial gives this sock trailer box-office appeal. Order from National Screen Service today!

Use Marquee

The importance of serials in attracting audiences has been shown by the huge attendance registered by such Columbia serials as "Captain Video," "Roar of the Iron Horse" and "Superman." "King of the Congo" is another audience-holding super-serial. As such, it rates marquee attention. Put "King of the Congo" on your marquee during the duration of its run!

Congo Sundae

Arrange for your local soda fountains to feature "King of the Congo Sundaes" with prominent credit to your picture and playdate. "King of the Congo Sundaes" should be intensively publicized via window streamers and behind-the-fountain displays, as well as by sign cards running up and down the pillars and walls of the store. The sundae might be composed of such ingredients as chocolate ice cream and syrup, bananas, pineapple and other tropical fruits.

RADIO SPOTS

Place these special radio announcements on local radio station where they will do the most good—immediately before and after action and adventure shows.

15 SECONDS: Soon you'll see the serial which reveals the fabulous secrets of the African jungle! It's Columbia Pictures' thrilling new epic, "King of the Congo," starring the great Olympic champion, Buster Crabbe. You'll want to see every chapter at the..... Theatre each..... beginning.....

30 SECONDS: The mighty "Thunda" beats the jungle drums: call to adventure! Don't miss Columbia Pictures' great new serial epic, "King of the Congo," Olympic champion Buster Crabbe stars as the fearless Thunda, who uncovers a web of intrigue in the darkest regions of wild Africa! You'll see more thrills than you've ever encountered in one serial! See Thunda battle wild jungle monsters! See Thunda match forces against the sultry queen of the jungle. "King of the Congo" plays every..... at the..... Theatre, beginning.....

'SEE' BOARD

Have your local sign shop make up a 40" x 60" "see" board for your lobby. Use the stills and copy suggested in the diagram at the right. Cutout art from the one- or three-sheets can be used in the display for additional effectiveness. All four photos are available at National Screen Service.

Savage Serial Spectacle!

Still No.
Ep. 2-9

SEE Thunda Fight
Wild Govenmen!

Still No.
Ep. 4-8

SEE the Gorilla
Death Struggle!

Still No.
Ep. 10-7

SEE Thrilling Leo-
poad Fight!

Still No.
Ep. 5-11

SEE the Battle
With Quicksand!

KING OF THE CONGO

Starring Buster Crabbe Every Saturday

Thundering Serial Spectacle With Mightiest Jungle Hero!

1. Mission of Menace

Captain Roger Drum, U.S.A.F. (Buster Crabbe), shoots down an unidentified plane whose pilot was bound for Africa to deliver a message to a subversive group. Seeking to unmask the group, Drum makes the flight. When he crashes in the jungle, the rock people, headed by Pha (Gloria Dae), rescue him and take him to their temple. Led by Boris (Leonard Penn), their enemies, the subversives appear. Drum rings a temple gong in alarm, and its sound crumbles the walls, burying him in debris.

2. Red Shadows in the Jungle

Drum heaves off the debris and is acclaimed Thunda, King of the Congo. Pha and her assistant Nabe (Nayle Morrow) swear revenge when they see Thunda present the microphone message to their enemies. All except Clark (Jack Ingram) accept Thunda as one of them. When Thunda and Clark come upon the rock people being attacked by cavemen, Thunda rushes to Phaid but is choked into unconsciousness.

3. Into the Valley of Mist

Clark frees Thunda as Boris and his men fight off the cavemen, then sneaks off to the Valley of Mist. Thunda follows and sees Clark dispatch part of the microphone by carrier pigeon. Boris sends some of his men to seize Pha as a hostage. Thunda hurries to save her, arriving only to see her strangle and fall directly in the path of a pack of stampeding animals.

4. Thunda Meets His Match!

Thunda thrusts the girl to safety and rejoins Boris and his men. Boris orders Andrew (Rick Vallin) to learn the secret of the secret mist. Thunda warns the rock people against Andrew but they will not listen to him and engage him in a brawl. Thunda succeeds in making his way to the tree house where he is attacked by an immense gorilla and hurled high above the surrounding trees.

5. Thunda Turns the Tables

Thunda breaks his fall by grabbing a tree branch. Andrew befriends Lipah (Alex Montoya) of the rock people and takes him back to Boris for questioning. Lipah escapes and Boris tortures Andrew, accusing him of keeping the secret himself. Thunda rescues Andrew and they flee, only to be attacked by the rock people who capture Andrew and push Thunda into a pool of quicksand.

6. Thunda's Desperate Chance

Clark helps Thunda out of the

quicksand. Boris announces that Alexis (Bert Davidson), a copy of Thunda's, is arriving. Thunda rushes to the tree house radio and directs the plane to a new landing spot, but Boris and his men reach the place before Thunda does. One of the rock men sets the plane afire and Thunda is caught in the resulting explosion.

7. Thunda Trapped!

Thunda alertly rolls behind a rock to avoid the blast. Boris starts a search for Alexis and finds him in the jungle. Alexis decipheres the message which tells of an important deposit of a new metal more active than uranium. When Alexis says he does not know Thunda, Boris orders his execution. Thunda is shot at at point blank range and crashes through a window.

8. Mission of Evil

The bullet narrowly misses Thunda who, with Pha, proceeds to the tree house to tune in the radio to the cabin frequency. They hear Boris say that Thunda must be liquidated. Boris learns Thunda is listening and sets a trap by announcing that the deposit lies in the valley of magnetic rocks. His men plant a charge there and when Thunda arrives, set it off. Thunda is buried beneath tons of falling rocks.

9. Menace of the Magnetic Rocks

Thunda digs out as Pha and Andrew arrive and fight off Boris' men. Thunda and Andrew obtain guns, counters and head toward the magnetic rocks. Clark mysteriously joins them and they explore a narrow cleft. A sudden magnetic current grips them and Clark, stunned, falls from a cliff. Thunda and Andrew sink limply to the ground.

10. Lair of the Leopard

Thunda and Andrew realize the magnetic current has been broken, and both hurry to the aid of the unconscious Clark. The cavemen attack them there and, with the rock people's help, Thunda defeats them. At the tree house Thunda overhears Boris ordering guns and ammunition. Stalking cavemen capture Thunda, hang him upside down from a tree and a pack of leopards is loosed on him.

11. An Ally from the Sky

A leopard's leap breaks Thunda's bonds. Thunda sees a plane and rushes to the landing field with the rock people. It turns out to be a friendly plane piloted by Lieut. Blake (Lee Roberts). One of Boris' men throws a gas bomb into it. Thunda, Andrew and Blake are trapped inside.

CAST and CREDITS

Thunda Buster Crabbe	Nabe Nayle Morrow
Pha Gloria Dae	Alexis Bert Davidson
Boris Leonard Penn	Lipah Alex Montoya
Clark Jack Ingram	Zahla Bernice Gester
Kor Rusty Westcott	High Priest William Fawcett
Dogor Nick Stuart	Blake Lee Roberts
Andrew Rick Vallin	Ivan Frank Ellis

Written for the screen by George H. Plympton, Royce K. Cole and Arthur Hoosh; Based on adventures of the dynamic hero of "Thunda" Cartoon Magazine; Directed by Spencer Bennett and Wallace A. Gessell; Assistant Director: Charles S. Gould; Director of Photography: William Walliker; Art Director: Paul Palmistello; Film Editor: Earl Turner; Set Decorator: Sidney Clifford; Special Effects: Jack Edicson; Set Continuity by Mervyn Hering; Sound Engineer: Jack Westmoreland; Musical Director: Mascha Schneider; Production Manager: Herbert Leonard; Produced by Sam Katzman. A Columbia Super-Serial.

STORY

(Not for Publication)

Captain Roger Drum (Buster Crabbe), U.S.A.F., shoots down a hostile plane whose wreckage conceals a flight map of the route to Africa and a roll of microfilm bearing a code message. Washington assigns the pilot to pose as the original courier, believing a hostile group may be hatching a plot on the Dark Continent. After Drum lands in Africa a display of his prodigious strength leads the rock people, a prehistoric people led by Pha (Gloria Dae), to acclaim him as Thunda, King of the Congo. Thunda delivers the coded message to Boris (Leonard Penn), commander of the exploring force and learns they are in Africa to find a metal believed to be more radioactive than uranium. Allied with the cavemen, Boris and his forces battle Thunda and the rock people. Eventually, after enduring all manner of perils, Thunda subdues his enemies and brings peace to the jungle.

12. Riding Wild!

They get into another compartment and narrowly escape the poisonous fumes. Thunda borrows the plane's radio and overhears Boris re-route the arms shipment by truck. Thunda boards the speeding truck by a daring maneuver. Boris and his men chase him and their shots explode the ammunition.

13. Red Raiders!

Thunda leaps from the truck and escapes. He sees that only some of the ammo exploded. Rock men arrive and the heaviest foe, Thunda takes the explosives to the caves. Boris' men arrive disguised as rock people and load the ammo into their truck. Alexis drives off and Thunda is knocked out, directly in the vehicle's path! It roars over Thunda's unconscious form.

14. Savage Vengeance!

The truck goes over Thunda

without injuring him. The ammo is now in the hands of the subversives, and Thunda and Andrew head for the cabin to try to recover it. The subversives capture Thunda and tie him up. Just as a firing squad is ready to fire, the cavemen demand Thunda for their own. Their leader advances and brings his hatchet down on the bound Thunda, helpless to resist.

15. Judgment of the Jungle

The hatchet cuts Thunda's bonds, instead of finishing him. Thunda escapes and captures Boris and Alexis at the cabin. Clark is about to blow up the cabin when rock men arrive and seize him. Blake flies overhead and drops bombs. Thunda and the rock people find safety in the jungle as the subversives flee. Boris and Alexis are killed by beasts of the jungle and the cavemen and the rock people swear to be friends. Once again, there is peace in the jungle.



"King of Congo" Mat 2-D. Still No. Ep. 4-8

KILLER OF THE CONGO! Buster Crabbe, who stars as the mighty "Thunda" in Columbia Pictures' new serial, "King of the Congo," battles a gorilla in this scene from the new jungle adventure. at the Theatre every

Ad Catchlines

Thundering serial thrills with the mightiest jungle hero of all! Mighty "Thunda" rings out crack of doom for savage saboteurs!

Darkest Africa's most daring hero!

Best jungle serial yet!

Savage serial spectacle!



198-Line Ad Mat No. 202—2 Cols. x 99 Lines



Ad Mat No. 102—73 Lines



Ad Mat No. 103—109 Lines

**Order All Mats, Posters
And Stills Direct from
National Screen Service**

BIGGEST JUNGLE SERIAL YET!

BUSTER CRABBE
as The
Mighty
THUNDA!



A COLUMBIA SUPER-SERIAL

Based on Adventures of the Dynamic Hero of "Thunda" Cartoon Magazine with Gloria Dea • Leonard Penn • Jack Ingram • Arthur H. Plympton, Royal K. Cole and Arthur Hoerl
Screen by GEORGE H. PLYMPTON, ROYAL K. COLE and ARTHUR HOERL
Produced by SAM KATZMAN • Directed by SPENCER BENNET and WALLACE A. GRISSSELL

66-Line Ad Mat No. 201—2 Cols. x 33 Lines

BUSTER CRABBE
as The Mighty Thunda
KING OF THE CONGO



A COLUMBIA SUPER-SERIAL

Based on Adventures of the Dynamic Hero of "Thunda" Cartoon Magazine with Gloria Dea • Leonard Penn • Jack Ingram • Arthur H. Plympton, Royal K. Cole and Arthur Hoerl
Screen by GEORGE H. PLYMPTON, ROYAL K. COLE and ARTHUR HOERL
Produced by SAM KATZMAN • Directed by SPENCER BENNET and WALLACE A. GRISSSELL

Ad Mat No. 101—18 Lines

Use These Ads For Each Chapter

After you have used the larger ads to popularize the new serial, you'll want these two ad slugs (Ad Mat Nos. 101 and 201) to sell each of the fifteen chapters. All you have to do is insert the chapter title in the mortised area. Here are the titles:

1. "Mission of Menace"
2. "Red Shadows in the Jungle"
3. "Into the Valley of Mist"
4. "Thunda Meets His Match!"
5. "Thunda Turns the Tables"
6. "Thunda's Desperate Chance"
7. "Thunda Trapped!"
8. "Mission of Evil"
9. "Menace of the Magnetic Rocks"
10. "Lair of the Leopard"
11. "An Ally From the Sky"
12. "Riding Wild!"
13. "Red Raiders!"
14. "Savage Vengeance!"
15. "Judgment of the Jungle"

Official Billing

KING OF THE CONGO

(The Mighty "Thunda")

starring

BUSTER CRABBE

as "Thunda"

Based on Adventures of the Dynamic Hero
of "Thunda" Cartoon Magazine

with

Gloria Dea • Leonard Penn • Jack Ingram

Written for the screen by

GEORGE H. PLYMPTON, ROYAL K. COLE and ARTHUR HOERL

Produced by SAM KATZMAN

Directed by SPENCER BENNET and WALLACE A. GRISSSELL

A COLUMBIA SUPER-SERIAL

3 All-Purpose Art Stills

You'll find many campaign uses for these 8"x10" stills of the art work used throughout the serial ads and posters. Order the photos now from your nearest exchange of National Screen Service.



Still No. Art 1



Still No. Art 2



Still No. Art 3

Buster Crabbe Jungle Hero In 'King of Congo' Serial



Mat 1-G: Still No. Ep. 3-3

FOREIGN AGENTS are fought by Buster Crabbe in Columbia Pictures' serial, "King of the Congo," at the Theatre every week. Jack Ingram, right, is a jungle spy.

'King of Congo' Jungle Adventure

"King of the Congo," Columbia Pictures' new super-serial starring Buster Crabbe as the mighty "Thunda," will start its local engagement on... at the Theatre, and continue each following... for fifteen weeks. The serial is based on adventures of the dynamic hero of "Thunda" cartoon magazine. The story relates the exploits of Thunda while on the trail of a group of foreign agents hunting a rare radioactive metal in Africa. Besides fighting them, Thunda has to contend with lethal jungle animals and the savage Cave Men. Aiding him in his fight are the Rock People led by the beautiful Pha, played by Gloria Dea, and the famous movie chimpanzee, Peggy.

In addition to Miss Dea, the supporting cast is headed by Leonard Penn and Jack Ingram. George H. Plympton, Royal K. Cole and Arthur Hoerl wrote "King of the Congo" for the screen and Spencer Bennett and Wallace A. Grissell directed. Sam Katzman produced.

Mighty 'Thunda'

Buster Crabbe as the mighty "Thunda" in "King of the Congo," Columbia Pictures' new jungle super-serial, continues his desperate battle for rare radioactive metal on... at the Theatre. Gloria Dea, Leonard Penn and Jack Ingram head the featured cast. Based on adventures of the dynamic hero of "Thunda" cartoon magazine, "King of the Congo" was scripted by George H. Plympton, Royal K. Cole and Arthur Hoerl. Spencer Bennett and Wallace A. Grissell directed for producer Sam Katzman.

Serial Nears End

Columbia Pictures' new super-serial, "King of the Congo," reaches its amazing climax in the final episode, "Judgment of the Jungle," which will be shown... at the Theatre. Starred is Buster Crabbe as the daring "Thunda," with Gloria Dea, Leonard Penn and Jack Ingram heading the supporting cast. The super-serial is based on adventures of the dynamic hero of "Thunda" cartoon magazine and was directed by Spencer Bennett and Wallace A. Grissell. Sam Katzman produced the super-serial.

(Review)

After setting a new high in super-serial achievement with "Captain Video," producer Sam Katzman and Columbia Pictures lost no time in following up with a worthy successor, "King of the Congo," which stormed to the screen of the Theatre yesterday. Succeeding chapters can be seen each... Crammed with thundering thrills, savage spectacle and amazing wild animal action, "King of the Congo" promises to be Buster Crabbe's biggest serial yet.

Crabbe is starred as the mighty "Thunda," a role based on adventures of the dynamic hero of "Thunda" cartoon magazine. The featured cast is headed by Gloria Dea as Pha, the beautiful leader of the Rock People; Leonard Penn as Boris, leader of a group of foreign agents; and Jack Ingram as a mysterious radio-man.

The swiftly-paced script of "King of the Congo" was written by George H. Plympton, Royal K. Cole and Arthur Hoerl and brings the mighty hero to the heart of darkest Africa in search of a group of foreign agents seeking a rare radioactive metal. His efforts to prevent them from obtaining it carry him through a series of breathtaking adventures.

The serial opens as Captain Roger Drum of the Air Force, portrayed by Crabbe, shoots down a hostile plane whose wreckage reveals a flight map of the route to Africa and a roll of microfilm bearing a code message. Drum resumes the fight, crashes in the wilds of darkest Africa and is saved by the friendly Rock People. They proclaim him "Thunda," King of the Congo, and he swears his allegiance to them. Highlighting the action of the first chapter is the jungle scene in which Crabbe's plane, after being hit by lightning, plummets from the sky, and a temple disaster in which Crabbe is buried beneath tons of debris.

As the mighty "Thunda," the athletic Olympic swimming champion introduces a daring new aerial hero to the screen.

Jungle photography of the film is especially fine. Peggy, a trained chimpanzee, plays Thunda's animal companion and, judging by the reaction of yesterday's audience, is a complete delight.

Spencer Bennett and Wallace A. Grissell directed "King of the Congo" for producer Sam Katzman.



"King of Congo" Mat 2-E; Still No. Art 3

"KING OF THE CONGO," new Columbia Pictures' jungle serial at the Theatre every week stars Buster Crabbe as the mighty Thunda. Shown here is an artist's impression of the savage spectacle of the chapter play.

Buster Crabbe Stars As 'King of Congo'

What is described as Olympic champion Buster Crabbe's biggest serial yet, "King of the Congo" is scheduled to open at the Theatre and continue each thereafter for 15 weeks. Based on adventures of the dynamic hero of "Thunda" cartoon magazine, the new Columbia Pictures' super-serial traces a savage battle for a rare radioactive element in Africa.

The serial opens as Captain Roger Drum of the Air Force, portrayed by Crabbe, shoots down a hostile plane whose wreckage reveals a flight map of the route to Africa and a roll of microfilm bearing a code message. Drum resumes the fight, crashes in the wilds of darkest Africa and is saved by the friendly Rock People. They proclaim him the mighty "Thunda," King of the Congo, and he swears

to protect them from their enemies, the Cave Men.

Thunda discovers that the message is for a group of foreign agents seeking a rare radioactive metal. After braving all manner of jungle hazards, Thunda restores peace among the jungle tribes.

Some of the most spectacular animal sequences are Crabbe's battles with a leopard, an ape, a tiger and a crocodile. Crabbe, a former Olympic swimming champion, is said to have ample opportunity to exhibit his underwater agility.

Heading the supporting cast are Gloria Dea, Leonard Penn and Jack Ingram, and Peggy, a famous trained chimpanzee, is seen as Crabbe's animal companion. George H. Plympton, Royal K. Cole and Arthur Hoerl wrote "King of the Congo" for the screen and Spencer Bennett and Wallace A. Grissell directed the jungle aerial for Columbia Pictures.

'Specialist' Writes Script of Serial

George H. Plympton, story supervisor for producer Sam Katzman, has something of a record in Hollywood. Since 1921, when he wrote his first movie serial ("The Terror Trail" featuring Irene Sedgwick and George Larkin), Plympton has worked on more than 80 cliffhangers, either as writer, collaborator or supervisor.

Plympton's latest assignment was Columbia Pictures' new super-serial, "King of the Congo," showing each... at the Theatre. Plympton wrote the script, which is based on adventures of the dynamic hero of "Thunda" cartoon magazine, in conjunction with Royal K. Cole and Arthur Hoerl. Buster Crabbe is starred as "Thunda," the mightiest jungle hero of them all. Heading the supporting cast are Gloria Dea, Leonard Penn and Jack Ingram, and Peggy, a famous trained chimpanzee, is seen as Crabbe's animal companion.



"King of Congo" Mat 2-A; Still No. Ep. 7-7

BUSTER CRABBE BATTLES hostile jungle tribes, as well as foreign agents, in Columbia Pictures' new serial, "King of the Congo," at the Theatre every week.

'King of Congo' Serial Bares Quest for Uranium in Africa



Met 1-A: Still No. Ep. 15-19

BUSTER CRABBE is "King of the Congo" in the new Columbia Pictures' serial of the Theatre every

Trained Chimp 'Worships' Crabbe

Ever since Buster Crabbe, the handsome and muscular 6-foot Olympic swimming champ, made his first appearance in motion pictures, he has won the admiration of the distaff members of his audiences, who place him high on their list of movie heart-throbs. Buster's appeal for women was expressed in a completely new way during filming of "King of the Congo," Columbia Pictures' new super-serial in which he stars as the mighty "Thunda" at the Theatre each

Crabbe's latest worshipping is Peggy, a clever three-year-old trained chimpanzee, who plays his jungle companion in the film. Peggy was never happier on location with "King of the Congo" than when she was holding Buster's hand, and she openly displayed her love for him during the many fight scenes. At those times, her wild screams and attempts to rush in and help him fended Peggy's handler to remove her from the set so that the scenes could be filmed.

Featured in the cast are Gloria Dean, Leonard Penn and Jack Ingram. Based on the adventures of the dynamic hero of the "Thunda" cartoon magazine, the serial was scripted by George H. Plympton, Royal K. Cole and Arthur Hoerl. Spencer Bennett and Wallace A. Grissell directed for producer Sam Katzman.

Does Own Stunts

Buster Crabbe, starring as the mighty "Thunda" in the title role of the Columbia Pictures' new super-serial, "King of the Congo," showing every... at the Theatre, is an actor who doesn't call for a stuntman in the dangerous sequences. An Olympic swimming champion, Crabbe is one of Hollywood's finest all-around athletes.

Veteran Villain

Leonard Penn, veteran movie villain, has a featured part in "King of the Congo," starring Buster Crabbe as the mighty "Thunda" at the Theatre every... Penn is seen in the new Columbia super-serial as the leader of the enemy group in the African wilds.

Although today's motion picture serial has as much of the rip-roaring action that distinguished its rather crude predecessors, it has considerably matured in theme and technique. As of yore, today's serial stars—male and female—are still being tied to the proverbial railroad track while the midnight express roars down on them, are still being bound, gagged, hauled from cliff to cliff, still leaped in a room while time bombs ominously tick off their death-dealing suspense. But today's serials are more sophisticated as to theme and handling.

A case in point is Columbia Pictures' new super-serial, "King of the Congo" which stars Buster Crabbe as the mighty "Thunda" at the Theatre every... Set in the steaming depths of the Congo, the "King of the Congo" motivation is the present world rivalry for uranium.

The rough edges formerly characteristic of serial production have been smoothed out. Now the typical serial is standardized as to length: 15 episodes is the limit for any one story. In the early silent screen era, "The Million Dollar Mystery," for instance, was originally planned as an eight-chapter serial, developed into twelve and eventually took 24 episodes before it was completed. Formerly acting was lacking in finesse, with the teachings of an acrobat more useful than those of a dramatic coach. Camera technique was less flexible and the theatre projector and screen itself had many flaws, which led to the expression, "the flicker."

Today, however, sound recording, camera effects, better acting, and improved story plots all have added new elements of suspense. Modern serials not only are adventure-cramped, they are more logical in their characterizations.

Another change over the years has been the substitution of male characters as the chief protagonists. In place of such former daring female stars as Ruth Roland, Helene Costello, Pearl White and Kathlyn Williams in such epics as "The Perils of Pauline," "The Hazards of Helen" and "The Adventures of Kathlyn," masculine brawn has been substituted for feminine charm. A straggled-to-the-waiter Buster Crabbe in "King of the Congo," appears to hold more audience appeal than the pretty faces of former days, where full-blooded action and savage spectacle are involved.



"King of Congo" Met 2-C: Still No. Ep. 15-16

WORLD RIVALRY FOR URANIUM extends to darkest Africa in Columbia Pictures' new serial, "King of the Congo," at the Theatre every... Buster Crabbe, right, stars in the title role; Jack Ingram is a foreign agent. Gloria Dean and Leonard Penn are also featured.

Olympic Swim Wins Made Crabbe a Star

If Buster Crabbe had not become an Olympic swimming champion he probably would never have become a movie star.

Currently appearing each... at the Theatre in Columbia Pictures' new jungle super-serial, "King of the Congo," the tall former Olympic swimming champ owes his motion picture career to aquatic-minded movie moguls. When the Olympic Games were being played in Los Angeles, a nationwide search was under way for a youth in play the lead in an important film, a young man with a streamlined body, the face of a Grecian god, a resonant voice and a spark of acting ability.

Some Hollywood executives attended the swimming events of the Olympic Games and saw in the young swimming ace all the quali-

fications they wanted, plus. Before Crabbe's hair was dry that day, he had taken a screen test, and when he came out of his day he was a movie star with a five-year contract.

His role as the mighty "Thunda," the "King of the Congo," is hailed as Buster Crabbe's biggest yet, giving the star plenty of opportunity to exhibit his swimming prowess. Most thrilling of the action swimming scenes is said to be one in which shows the lanky Crabbe tussling with an 8-foot crocodile.

Heading the supporting cast of "King of the Congo" are Gloria Dean, Leonard Penn and Jack Ingram. George H. Plympton, Royal K. Cole and Arthur Hoerl wrote the chapter play and Spencer Bennett and Wallace A. Grissell directed for producer Sam Katzman.

Crabbe Rescues 'Congo' Queen

Buster Crabbe, who has saved dozens of damsel in distress in films, had a chance literally to save one—and did, during filming of Columbia Pictures' new super-serial, "King of the Congo," in which he is starred each... at the Theatre.

A scene being photographed called for Gloria Dean, beautiful featured player, to wade along the banks of a swift jungle stream. Miss Dean, who cannot swim, lost her balance and was carried by the swift current to the center of the stream where she was in danger of drowning. Crabbe dove into the water and quickly pulled her to shore. The girl suffered only a brief coughing spell, and a bad scare.

In addition to Miss Dean, the featured cast of "King of the Congo" includes Leonard Penn, Jack Ingram and Peggy, a famous trained chimpanzee. Spencer Bennett and Wallace A. Grissell directed the chapter play for producer Sam Katzman.



"King of Congo" Met 2-B: Still No. Ep. 2-22

JUNGLE SECRETS ARE BARED in this scene from Columbia Pictures' new serial, "King of the Congo," at the Theatre every... Buster Crabbe, left, stars in the title role; Gloria Dean is the girl.

Gloria Dea Cast As 'Congo' Queen Because of Eyes

When it came to playing the girl to play the feminine lead, in abbreviated costume, opposite stalwart Buster Crabbe, starred as the mighty "Thudra" in Columbia Pictures' new super-serial, "King of the Congo," at the Theatre every.....

It never would have done to select one of those delicate-looking young women whose natural habitat seemed to be the drawing room.

Gloria Dea, curvaceous, exotic and possessed of an intriguing air of mystery befitting a jungle princess, proved ideal for the part. Her eyes, which are deep and brown to match her hair, are her most striking features. As a matter of fact, it was her eyes which attracted the talent scout who recommended her to producer Sam Katzman for the feminine lead in "King of the Congo."

In addition to her pleasing physical dimensions, a must for any jungle queen, Miss Dea has a hypnotic quality no doubt engendered by her penchant for amateur hypnotism. But that isn't all. She's a professional mind reader and magician, with years of experience in vaudeville and night clubs, both in that entertainment field and as a dancer. Gloria started learning magic from her father, a veteran vaudevillean, when she was just five-and-a-half. A year later, she was appearing professionally.

In addition to Miss Dea, Leonard Penn and Jack Ingram are featured in the cast of "King of the Congo." Based on the adventures of the dynamic hero of the "Thudra" cartoon magazine, the serial was written for the screen by George H. Plympton, Royal K. Cole and Arthur Hoerl. Spencer Bennett and Wallace A. Grissell directed.

Former Swim Star

Buster Crabbe, starred as the mighty "Thudra" in "King of the Congo," Columbia Pictures' new super-serial showing each..... at the Theatre, is a former Olympic swimming champion. Crabbe's aquatic talent won him a place on two Olympic teams, and he set 16 world's records during his competitive career. In "King of the Congo," Crabbe has ample opportunity to show off his swimming skill. Gloria Dea, Leonard Penn and Jack Ingram are featured in the cast.



Met 1-8: Still No. Ep. 3-13

JUNGLE ADVENTURE in Columbia's new serial, "King of the Congo," at the Theatre every..... star Buster Crabbe here recovers lovely Gloria Dea.

'Star' Salary and Overtime Paid Chimpanzee in 'King of Congo'

Time was when the producer of a jungle film could have his pick of carnivorous beasts without going into hock. But it was inevitable, with costs ballooning like mad, that owners of the four-legged actors would up their rentals. The cost of renting the animals for "King of the Congo," Columbia Pictures' new super-serial starring Buster Crabbe as the mighty "Thudra" at the Theatre every..... was phenomenal.

Sam Katzman, veteran producer of such successful serials as "Superman" and "Captain Video," realized that cutting down on the animal action in "King of the Congo" would be disastrous and it was at his insistence that filming was undertaken of every single animal action sequence called for by the script, even though several might have been eliminated without trouble.

Buster Crabbe is seen as "Thudra," who uncovers a dangerous group of foreign agents in darkest Africa. In his journeyings through the jungle, Crabbe is stalked and occasionally attacked by such vicious beings as a leopard, a huge ape and a black panther. A breath-taking

ing underwater tussle with an 8-foot crocodile is said to be one of the serial's most exciting sequences.

The high cost of renting animals is shown by the following figures: Untrained leopards used to sell for \$50. Now it costs \$50 a day just to rent one. At one time, monkeys could be rented for 35 per day, including the services of a trainer. Now they go at \$10 per day, plus trainer's salary. Elephants, which used to rent for \$1,200 a week per dozen, now cost \$3,000 a week.

But the chief animal expense was in renting Peggy, a famous trained chimpanzee. Because Peggy figures importantly in the serial, she was photographed in nearly every sequence. One of Hollywood's highest paid actors, the chimp was even paid overtime!

"King of the Congo" is based on adventures of the dynamic hero of "Thudra" cartoon magazine. Heading the supporting cast are Gloria Dea, Leonard Penn and Jack Ingram. George H. Plympton, Royal K. Cole and Arthur Hoerl are "King of the Congo" for the screen and Spencer Bennett and Wallace A. Grissell directed for Columbia Pictures.

Met 1-8: Still No. Ep. 10-9

SAVAGE JUNGLE PERILS are fought by Buster Crabbe in Columbia Pictures' "King of the Congo," at the Theatre every..... Crabbe stars in the new serial.

Actress Hypnotizes 'King of the Congo'

Buster Crabbe, who, during his adventurous screen career, has fought with all species of wild animals, had very nervous qualms about a scene with a mere girl, Gloria Dea, during the production of "King of the Congo," Columbia Pictures' new serial which is scheduled to open..... at the Theatre and continue each..... thereafter for 15 weeks.

During the course of "King of the Congo," Crabbe, starred in the role of the mighty "Thudra," faces Miss Dea, a native princess of an African tribe. She is supposed to use hypnotic powers on Buster to

learn his secret for being in her village.

"I don't like this," said the ex-Olympic swimming champion. "Do you people know she's a hypnotist in real life!"

The exotic Gloria is not only a hypnotist—she is also a magician, having had her own act in vaudeville at the age of five-and-a-half.

Crabbe had more to worry about than Gloria Dea during the production of "King of the Congo," his biggest serial yet. The Sam Katzman-produced thriller has Crabbe fighting a black panther no fewer than three times.

Animal handlers consider the black panther the hardest of all wild animals to train. The entire cast and crew of "King of the Congo" had jitters so long as Benzie was on the set.

However, although Benzie, the black panther, had never been in films before, Buster's three fights with him went off without a hitch. But when the handler was returning the animal to its cage, it broke away and threatened to attack the anxious moments as it wandered around the set. Finally, it slunk into its cage.

In addition to the fights with the panther, Crabbe will be seen battling a leopard, an ape, a tiger and a crocodile. Which is all in the day's work to a movie serial star!

3 Fights in Day

If all movie stars were like Buster Crabbe, stunt men would be just out of business. During the production of "King of the Congo," Columbia Pictures' new serial which opens..... at the Theatre, and will be shown every..... thereafter for 15 weeks, the ex-Olympic swimming champion engaged in his own fights, as usual. In one day on the set, he went through three battles before the cameras—including one with a lion. Buster will be seen as the mighty "Thudra," the dynamic hero of "Thudra" cartoon magazine. The serial was produced by Sam Katzman. It was written for the screen by George H. Plympton, Royal K. Cole and Arthur Hoerl. Gloria Dea, Leonard Penn and Jack Ingram are featured. Spencer Bennett and Wallace A. Grissell directed.

'King of Congo' Called Adult Film

Adults are just as ardent fans of serial movies as kids, Sam Katzman, acknowledged head of epicomic motion pictures, has discovered as a result of checking the records.

Katzman expects that the group will flock to see his latest Columbia serial, "King of the Congo," which opens..... at the Theatre, and will be shown every..... thereafter for 15 consecutive weeks. Based on the adventures of the dynamic hero of "Thudra" cartoon magazine, "King of the Congo," the serial, which was written for the screen by George H. Plympton, Royal K. Cole and Arthur Hoerl, Spencer Bennett and Wallace A. Grissell directed.

"King of the Congo" is reported to have more than its quota of battles with jungle beasts, intrigues, machinations of evil men—all of which are calculated to please the young in heart.

Chimpanzee Sees Herself Acting

A mirror showed the way to solving a production problem during filming of "King of the Congo," Columbia Pictures' new super-serial starring Buster Crabbe as the mighty "Thudra" at the Theatre each.....

The script called for a protracted close-up of Thudra's pet chimpanzee, requiring her to stare directly into the camera. At the proper moment, a concealed mirror set in back of the camera was uncovered, and the fascinated chimp kept staring at its image.

Gloria Dea, Leonard Penn and Jack Ingram are featured in the cast of "King of the Congo," at the Theatre every..... Royal K. Cole and Arthur Hoerl wrote the screenplay for "King of the Congo," based on the adventures of the dynamic hero of the "Thudra" cartoon magazine. Spencer Bennett and Wallace A. Grissell directed for producer Sam Katzman.



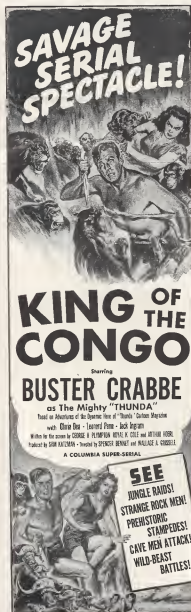
6" x 18" Circus HERALD

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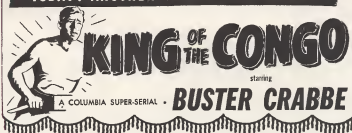
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Four Still Sets

Four still sets are available for your campaign on "King of the Congo." Order the following sets from National Screen Service: 1) set of 25 production stills for lobby and theatre displays or planting with your newspaper; 2) art set of 3 (reproductions of key art from the ads and posters and illustrated on page 7); 3) publicity-exploitation set (stills used for publicity and exploitation campaigns); 4) set of 10 uprights.

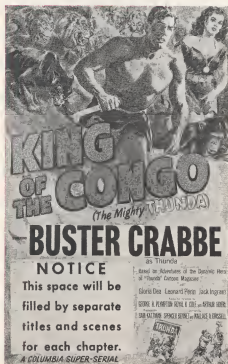
For your lobby and out front display use the eye-arresting standees prepared for this serial by National Screen Service.

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